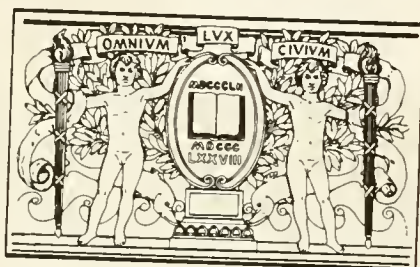


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PANAMA-PACIFIC INTERNATIONAL EXPOSITION

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BALBOA

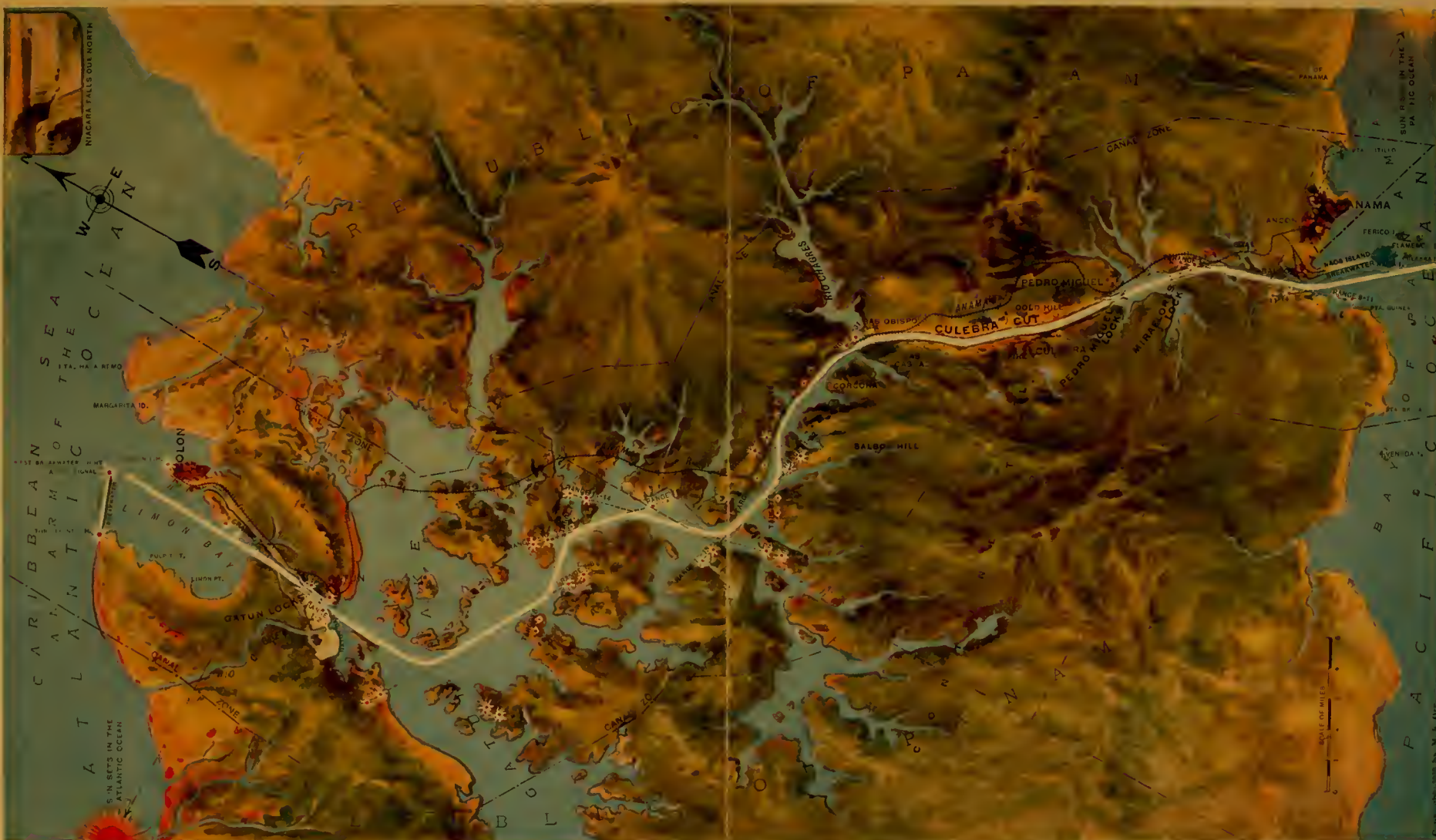
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PANAMA-PACIFIC UNIVERSAL EXPOSITION SAN FRANCISCO CALIFORNIA U.S.A. 1915

Pictorial Map of Panama Canal and Zone

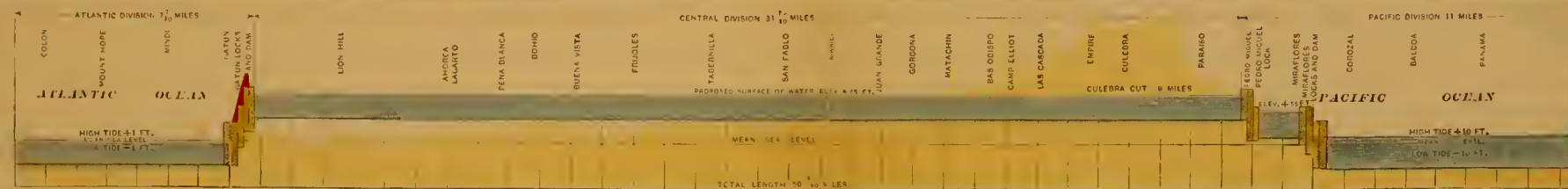
Curious Facts:
Canal not a ditch, must be navigated by range lights. Canal due south of Niagara Falls. From one part of Canal sun rises out of Pacific, from another part sun sets in Atlantic



Pictorial Map of Panama Canal and Zone

Curious Facts:
Canal not a ditch, must be navigated by range lights. Canal due south of Niagara Falls. From one part of Canal sun rises out of Pacific, from another part sun sets in Atlantic

Profile Map of Panama Canal



Profile Map of Panama Canal



PANAMA-PACIFIC UNIVERSAL EXPOSITION

FOREWORD

Lighthouse
and Harbor
at the Entrance
to the Canal
from the Pacific
Low Tide



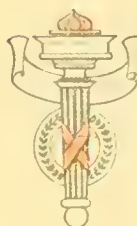
THE PANAMA CANAL is the most remarkable achievement of man, not only because of the great engineering ability and the vast financial outlay involved in its construction, but because humanity, man's consideration for his fellow man, has so progressed that now the deadly miasmas of the tropics are nullified and the battle lost to climatic and physical conditions is turned to victory by the science of hygienic sanitation. The Panama Canal is a monument to the humanitarian forces of the world which combined with those of the United States to accomplish now what a few decades ago was a practical

impossibility. Therefore, it is pre-eminently proper that the official festivities celebrating the completion and opening of the Canal be so planned that all nations and peoples may participate and display thereat their choicest products to demonstrate by examples understandable regardless of language the mental, moral and material condition of the world in 1915, four hundred years after Balboa discovered the Pacific Ocean.

As the best medium for accomplishing these purposes, the Congress, with the approval of the President of the United States, selected a universal exposition and located it at San Francisco. Thus the Panama Canal and the Panama-Pacific International Exposition are linked together, the former a tangible and continually useful monument to accomplishment, the latter a concourse where the peoples of the earth may exchange thought, form connections for trade development and compete in friendly rivalry for the highest honors in commercial, industrial and educational achievements. The Exposition supplements the Canal by a display of object lessons illustrating practically how and why the peoples of the earth may and should avail themselves of the facilities for trade and travel created by the new waterway connecting the Atlantic and Pacific oceans.

This publication purports to depict graphically what and where the Panama Canal, California, San Francisco and the Universal Exposition of 1915 are and look like, how they may be reached from all quarters of the globe, and to help bring to the Canal Celebration so full a representation from all peoples that a better understanding among men must result and make for universal peace, good will and the triumphant progress of humanity.

MCMXIII



TO WHOM CREDIT IS DUE FOR THIS PUBLICATION

REMINGTON TYPEWRITER COMPANY
PUBLISHERS AND DISTRIBUTORS

PAINTINGS BY CHARLES C. CURRAN
PICTORIAL MAPS BY EDWARD EVERETT WINCHELL
ENGRAVED AND PRINTED BY POOLE BROS.

THOMAS MORRELL MOORE, AUTHDR AND EDITOR





Central Tower
Illuminated
Colored Ray
and Electric
Fireworks
Effects

WHAT the Gatun Dam is to the Panama Canal the Central Tower is to the Universal Exposition of 1915. It is the keystone in the arch of symmetry and harmony, to which all other elements contribute their properly relative values in form, color and lighting; on it the ultimate integrity of the architectural force and effectiveness of the Exposition depends quite as fully as the usefulness of the Canal rests upon the Gatun Dam. Instead of what has been seen heretofore, beautiful but uncorrelated units constituting a total, this Exposition architecturally will be a superbly framed, unitary picture, consistent in design and composition, brilliant but never bizarre.



PANAMA-PACIFIC UNIVERSAL EXPOSITION



Panorama
of
Exhibit Palaces
from
San Francisco
Bay

WHEN, in 1492, Columbus sailed on his voyage of discovery his object was to find a western route to the Orient. Balboa had a similar purpose and during the last four hundred years Spaniards, Portuguese, Germans, Hollanders, Englishmen, Frenchmen and Americans have attempted to make what Nature denied, a ship route connecting the Atlantic and Pacific Oceans through the Isthmus of Panama, but all failed until now when apparently the United States has achieved success.

The Panama Canal, from deep water in the Atlantic to deep water in the Pacific, is 50.4 miles long, from shore line to shore line 40 miles long; about 7 miles are ocean level on the Atlantic and about 8 miles ocean level on the Pacific. The approach from the Atlantic is via a channel, 500 feet wide and 41 feet deep at mean tide, through

Limon Bay to the Gatun Locks. There vessels are lifted 85 feet by a series of three locks in flight to the level of Gatun Lake, an artificial sheet of fresh water 171 square miles in area. Through this Lake for about 23 miles to Bas Obispo the channel is from 500 to 1,000 feet wide and 45 to 85 feet deep, defined by range light-houses and navigable at full speed. From Bas Obispo to Pedro Miguel, about 9 miles through the Culebra Cut, the channel has a bottom width of 300 feet and a depth of 45 feet. At Pedro Miguel vessels are lowered 30 feet to the level of Miraflores Lake, through which they pass for $1\frac{1}{2}$ miles to the Miraflores Locks, there to be lowered in two stages or flights 55 feet to the mean sea level of the Pacific Ocean. From these locks to deep water in the Pacific the channel is 500 feet wide and 45 feet deep at mean tide. The Pacific tidal oscillation is about 21 feet between high and low extremes, and consequently the range of channel depth is from about 35 to 55 feet. The maximum tide oscillation on the Atlantic side is only $2\frac{1}{2}$ feet.

Tower in Court
of Abundance



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Panorama
of
Exhibit Palaces
from
San Francisco
Bay

In the Canal there are 6 pairs (12) locks, each of which has a usable length of 1,000 feet and width of 110 feet; the three pairs at Gatun have a combined lift of 85 feet, the one pair at Pedro Miguel $30\frac{1}{2}$ feet, and the two pairs at Miraflores, combined, $54\frac{2}{3}$ feet. The lock gates are of steel and each is 7 feet thick and 65 feet broad but their height varies from 47 to 82 feet. In all there are 92 leaves weighing 57,000 tons. To operate these gates and to tow vessels into, through and from the locks, electrical power generated from the head created by the Gatun Dam and actuating water turbines will be employed. No vessels are permitted to enter or leave the locks under their own power; all must be towed in and out by electric locomotives running on cog wheels and equipped with slip drums, towing windlasses and hawsers. Usually for perfect control four such engines will be used, one on each side forward and aft. The average time required to pass a ship through the locks is estimated at 3 hours and the passage from deep water to deep water at from 9 to 12 hours. In the whole Canal there are 22 angles or course changes, but ample provision is made for easy and safe navigation by 1,000 foot ships.

Gatun Dam, designed to gather and retain the waters of the Chagres River and its tributaries feeding Gatun Lake, is approximately $1\frac{1}{2}$ miles long, $\frac{1}{2}$ mile thick at its base, 400 feet at lake water level and 100 feet at its crest, 115 feet above mean sea level and 30 feet above normal lake surface. This dam contains about 21,000,000 cubic yards of stone, concrete and miscellaneous material. It is fitted with gates to regulate the water level of Gatun Lake and maintain a uniform channel depth through the $31\frac{7}{10}$ miles of the central or most elevated division of the Canal. Miraflores, a small lake formed by water impounded by the Miraflores dams, is about $1\frac{1}{2}$ miles long and supplies the connecting link between the Pedro Miguel and Miraflores locks.



Tower in Court
of Palms



PANAMA-PACIFIC UNIVERSAL EXPOSITION

The
Golden Gate
from the
Exposition



SAN FRANCISCO CALIFORNIA U.S.A. 1915



Alcatraz Island
and
San Francisco
Bay from the
Exposition



PANAMA-PACIFIC UNIVERSAL EXPOSITION

San Francisco
from Nob Hill

Goat Island,
Oakland,
Alameda
and Berkeley in
the distance



Co
M.E.O.

“WHAT will the attendance at the Panama Canal Celebration be?” is a question frequently asked but difficult to answer because former expositions establish no precedent whereon to base dependable conclusions. Incentives to move millions from material distances to an exposition always have been lacking. Practically the sole attraction Philadelphia, Chicago or St. Louis had to proffer was its exposition. All of them were commemorative of past events; they were historical milestones appealing solely to sentiment and patriotism but the Panama Canal, while equally a milestone of progress, is also a *mill-stone* in operation, grinding for and commanding attention from all civilization.

No former exposition has had a duration of over seven months, and of these the efficiency of at least three was nullified by unpreparedness and unfortunate climatic conditions. The exhibit palaces of the Universal Exposition of 1915 will be ready for occupancy by July, 1914. Free from fear of frost or excessive heat, the celebration will remain in operation continuously for nearly ten months and be an occasion of intense present and future interest not alone to the people of the United States, but almost equally to thinking people, especially to merchants and manufacturers, in Europe, Asia, Africa, Australasia and South America.

At San Francisco the attraction of the Exposition in and of itself will be incomparably great, because nature has provided for it the most wonderful of stage settings. This inspires architects, color and landscape artists, electricians and engineers, in collaboration, to produce effects impossible heretofore or elsewhere. The trade potentialities consequent to the opening of the Pacific and Indian Oceans' markets on freight terms hitherto unobtainable, will call aloud to the manufacturers of the



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SAN FRANCISCO CALIFORNIA U.S.A. 1915

San Francisco
from Nob Hill

Goat Island,
Oakland,
Alameda
and Berkeley in
the distance



United States, while European producers will seek to maintain their existing status. The gathering of peoples from Australasia, Africa, Asia and the Pacific Americas to meet the peoples from the Atlantic Americas and Europe will be unprecedented and present unexampled humanitarian and educational possibilities.

Incentives which, independent of the Exposition, will draw visitors to it are: universal concern in and desire to pass through the Panama Canal; a widespread interest in the California of a thousand wonders and romantic history; the Yosemite; the Sierras and the Rocky Mountains; the Yellowstone National Park; the Grand Canyon, and (this will be extremely potential) the desire on the part of possible investors and settlers to investigate the advertised advantages of the Pacific Coast States, the great Northwest and the great Southwest.

Incentive and opportunity rarely go hand in hand, but for nearly ten months, in 1915, they will do so, and bring to hundreds of thousands of people the chance of a lifetime. Railroads always make particularly low excursion rates for expositions, generally about one-third more than the normal one-way fare, and in this instance it seems certain that steamship competition will further reduce transportation tariffs, and make the trip to and from California—one way overland and the other via the Panama Canal—possible at little more than one-half the usual cost. The slogan: "See the United States! see the Panama Canal! see California! see the Exposition!" will be heard and responded to in all parts of the world. How many millions will be present at the Exposition cannot now be foretold, but that the attendance will be large, representative and cosmopolitan beyond precedent is indisputable.



PANAMA-PACIFIC UNIVERSAL EXPOSITION

Empire
to Republic
Evolution
in Chinatown
The Passing of
the Shoe



THE illustrations in this publication are purposed to depict everyday life and objects in California and San Francisco. As associated with San Francisco, the most universally mentioned subjects are the Golden Gate, Chinatown, Cliff House and Seal Rocks, and The Bay. Mount Shasta, Mirror Lake in the Yosemite, Old Spanish House in Monterey and bits of the rugged Pacific Coast and of Monterey Bay furnish scenes typical of well-known State attractions. With only three exceptions—Central Tower Illuminated, Panoramic View and Ground Plan of Exposition—all are reproductions of oil paintings made from photographs.



Empire
to Republic
Evolution
in Chinatown
The Passing of
the Que

The brilliant color effects and sharp contrasts between light and shadow peculiar to California scenery and atmosphere, cannot well be conveyed in black and white or by process color engravings made directly from photographs. The three exceptions previously referred to are necessary as the objects depicted will not be completed until about June, 1914, yet their representation now is essential to make clear what form and appearance the Panama Canal Celebration of 1915 will reveal. These particular illustrations are based on architects' and engineers' drawings, supplemented by information from the directors of color and lighting.



PANAMA-PACIFIC UNIVERSAL EXPOSITION

Block Plan of the Exposition



THE stage for the Universal Exposition of 1915 is approximately 625 acres in area, or almost identically the same as the site for the Chicago World's Fair. It fronts San Francisco Bay for nearly two and a half miles from Van Ness Avenue and Fort Mason to and within the Presidio. Its average depth is about half of a mile from the Bay to the best and most complete residential section of San Francisco. The Exposition has three general divisions; that occupying the center of the stage is assigned to the Division of Exhibits. For the fulfillment of the serious purpose of this Division as the *raison d'être* for the Exposition eleven exhibit palaces are being erected at a cost of about \$12,000,000, land, construction, decoration and equipment included. Each palace will be devoted to the demonstration of a given topic—for example, Machinery, Transportation, Agriculture, etc.—and in them exhibits must be installed in the logical and systematic order defined by the Official Classification promulgated by the Exposition. All such exhibits will be in competition subject to review by the International Jury of Awards, which, upon the merits of the objects displayed, will determine the granting of appropriate medals and diplomas. No charge will be made for exhibit space. This may be secured by application, on proper forms, to the Director of Exhibits, Exposition Building, San Francisco, or by foreign



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Block Plan of the Exposition

proposers, to and through the duly authorized National Commission of the country wherein originate the objects to be exhibited.

The division extending from the eastern flank of the Exhibit Palaces, and back of Fort Mason to Van Ness Avenue, is in charge of the Division of Concessions and Admissions, and will be devoted to amusement features, public restaurants and recreation.

The very important division on the western flank of the main palaces is entirely within the Presidio and devoted to National, State and foreign buildings. Here the social life of the Exposition will center and create opportunities for forming associations of material and educational benefit to all concerned. The possibilities for the acquisition of knowledge through the courtesies and amenities which are interchanged between Commissions, and in which exhibitors may properly be invited to participate, never heretofore have been understood, certainly never availed of at an Exposition in this country, but there is every reason to believe that different conditions will obtain at San Francisco in 1915, and that a marked broadening of the trade and social relations between our own people, and of our people with peoples of the world, will result.



PANAMA-PACIFIC UNIVERSAL EXPOSITION

Sea Gulls in the
Golden Gate



TO SECURE the fullest measure of purpose or combination of purposes when traveling for trade, instruction, health or amusement, the primary essential is intelligent information concerning routes and distances. The pictorial maps in this publication have been prepared with intent to aid whoever contemplates the possibility of visiting the Panama Canal, California and the Universal Exposition of 1915. The logical sequence in which to consult these maps is as follows: The World on pages 16, 17 and 18; the Panama Canal and Zone on pages 1 and 2; California on pages 21 and 22; San Francisco and Vicinity on pages 25 and 26; and the Exposition on pages 13 and 14. The Pictorial Map of the World on the pages opposite defines in a simple and readily understandable form the main transportation routes

of the world and, avoiding complications and confusing details, gives only the arteries of travel now in general use and those which the Panama Canal will make operative. On this map inhabitants of every country on earth may locate capitals or ports with which they are familiar and which they very well know how to reach. Having selected one such as a starting point, an intending traveler will be able to determine the general routes best suiting the purposes of a proposed tour, and thereafter the details governing specific routes, rates and time-tables may readily be had from railway and steamship folders, guide books and tourist agencies.

Because extremes in either altitude or temperature affect some persons unfavorably the general physical and climatic conditions to be expected in all parts of the habitable globe are represented herein pictorially. Colors and shadings define mountains and mountainous sections, valleys and fertile plains, deserts, frozen regions, oceans, seas and inland lakes. Isothermal lines graphically portray on pages 29 and 30 the mean average temperature conditions throughout the habitable world during two typical winter and summer months—January and July. Shaded belts indicate that San Francisco in winter is climatically like southern France, Italy and the Mediterranean, and in summer like the south of England and northern France, Germany and Russia.

The authority for these isothermal lines or temperature belts is the United States Weather Bureau, and the calculations are based upon observations and data covering the last ten years.

“The Navigator’s Chart” and “The Track Routes of the World,” issued by the Hydrographic Office of the Department of the Navy of the United States, based on Mercator’s Projections, are authority for the world maps herein.





PANAMA-PACIFIC UNIVERSAL EXPOSITION

Mirror Lake
in the
Yosemite



TO-DAY it is difficult to believe that in 1906 San Francisco was in ruins — its principal business, theater, hotel and residential sections destroyed by fire. The present city, built on the ruins, evidences a courage, energy and resourcefulness which demand admiration and inspire confidence. Men who faced calamity, saw their homes and properties to the value of \$700,000,000 disappear in flames, but who, never faltering, brought order out of chaos and then builded a city better, safer and more commodious than its predecessor, may safely be counted upon to construct and operate an exposition which will worthily celebrate the completion of the Panama Canal, and in which all peoples may participate with full confidence that the management is honest, able and efficient.

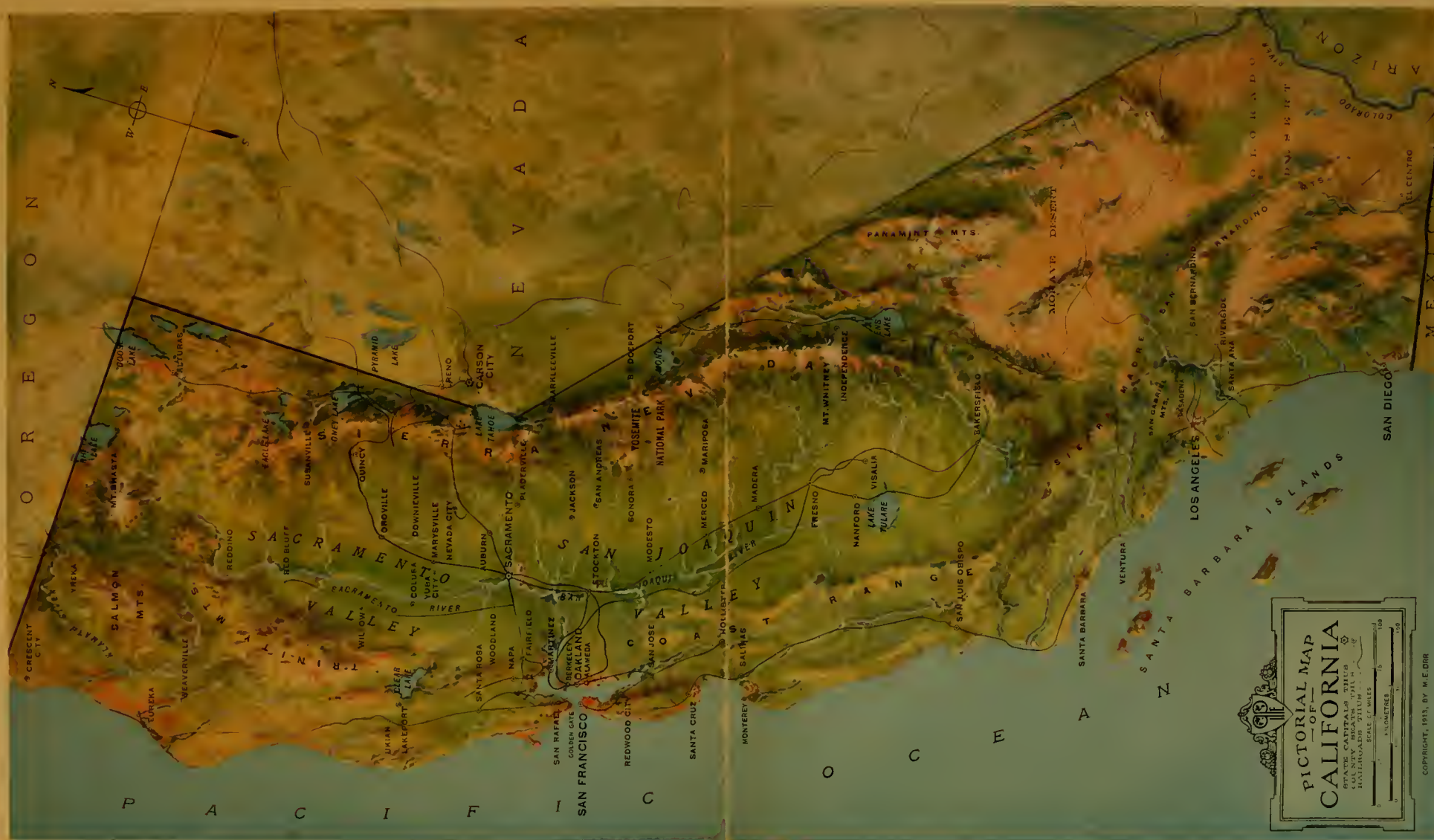


Mount Shasta,
14,380 feet high

Nothing could demonstrate the United States Government's co-operation more conclusively than the assignment of 250 acres of its finest military reservation, *Presidio*, for Exposition uses.

California
at a Glance

California
at a Glance



CALIFORNIA is about 780 miles in length, and in width varies from 150 to 300 miles. Its area is 158,297 square miles or approximately the total area of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York and Pennsylvania. It is nearly 50 per cent. larger than Austria, Hungary or Italy and barely 20 per cent. smaller than France or Germany. Its physical geography is boldly simple: the Sierras on the east and the Coast Ranges on the west inclose the Sacramento and San Joaquin Valleys, which form the Great Valley, 450

miles long and averaging 40 miles broad, with a single drainage gap to the Pacific Ocean through San Pablo and San Francisco Bays. California climate is mild and uniform, but local conditions and elevations furnish almost any desired temperature from that on the peak of Mount Whitney, 14,502 feet above sea level, to that in the Colorado Desert, depressed 276 feet *below* sea level. Fertile valleys of extreme beauty and productivity are frequent in the slopes of the Coast Ranges, and the deserts in the South are being reclaimed by scientific irrigation.



PANAMA-PACIFIC UNIVERSAL EXPOSITION

The Beach,
Seal Rocks and
Cliff House,
San Francisco



SAN FRANCISCO CALIFORNIA U.S.A. 1915

Stopped by the
California
Coast,
7,000 Miles from
Asia





PANAMA-PACIFIC UNIVERSAL EXPOSITION SAN FRANCISCO CALIFORNIA U.S.A. 1915

Metropolitan District of San Francisco



Metropolitan District of San Francisco

CAN San Francisco take care of the crowds at the Exposition? Yes—with ease, in a manner and at prices to suit the tastes and pocketbooks of all. Its population, location, surroundings and climate combine to make San Francisco one of the most cosmopolitan, hospitable and elastic of cities. There a dinner may be ordered in any language, found true to the characteristics desired in substance and service, but reasonable in cost, inasmuch as California produces the counterparts for the meats, fish, vegetables and fruits of every clime.



San Franciscans are pleasure-loving, and when their city is *en fête* they evidence and diffuse the infectious carnival spirit of southern Europe. Their attitude toward strangers is habitually kindly and hospitable. Topographic and climatic conditions provide an almost unlimited range from which to select living quarters in and near San Francisco: city, village, rural, seashore or mountain-camp life is available, and all are made comfortably accessible from the Exposition by excellent transportation facilities on land or water.



PANAMA-PACIFIC UNIVERSAL EXPOSITION

Typical bit of
Monterey Bay



Southern
Europe
in California,
Old
Spanish House,
Monterey

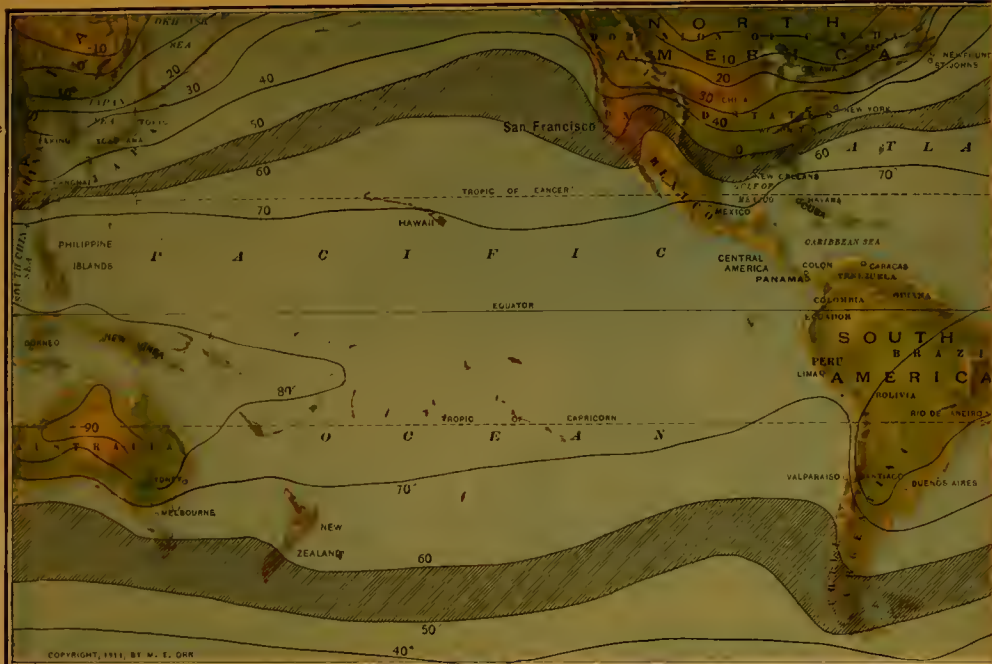




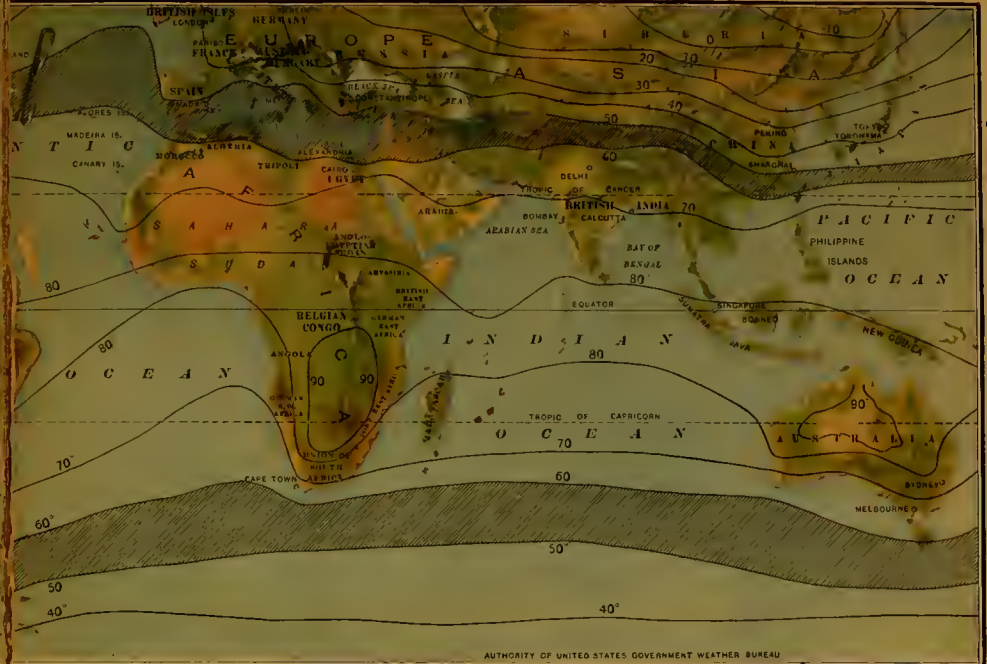
PANAMA-PACIFIC UNIVERSAL EXPOSITION

SAN FRANCISCO CALIFORNIA U.S.A. 1915

Winter Belts
of Temperature

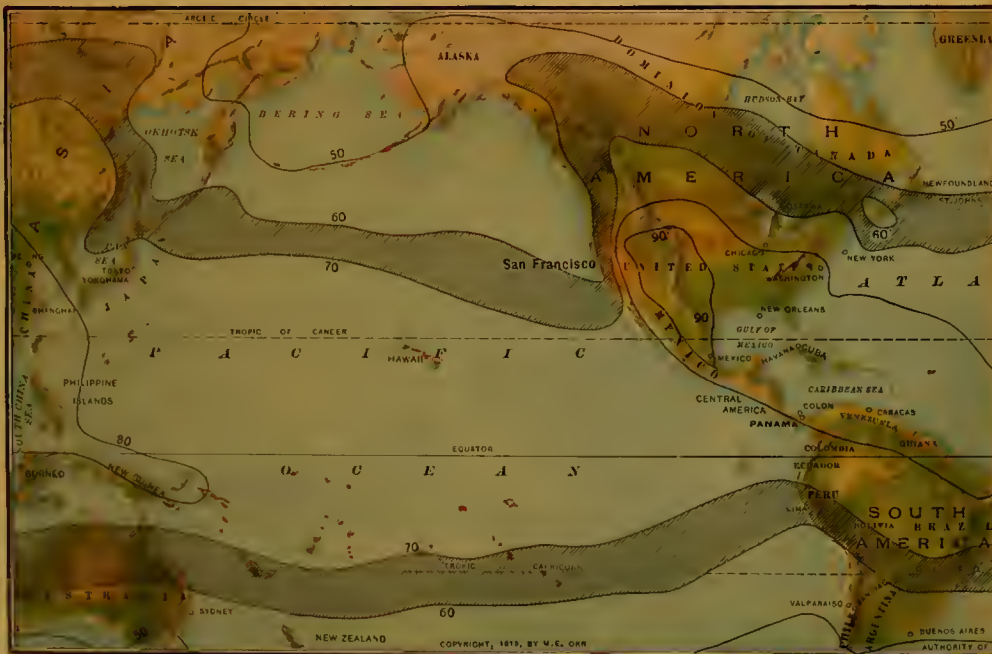


Winter Belts
of Temperature

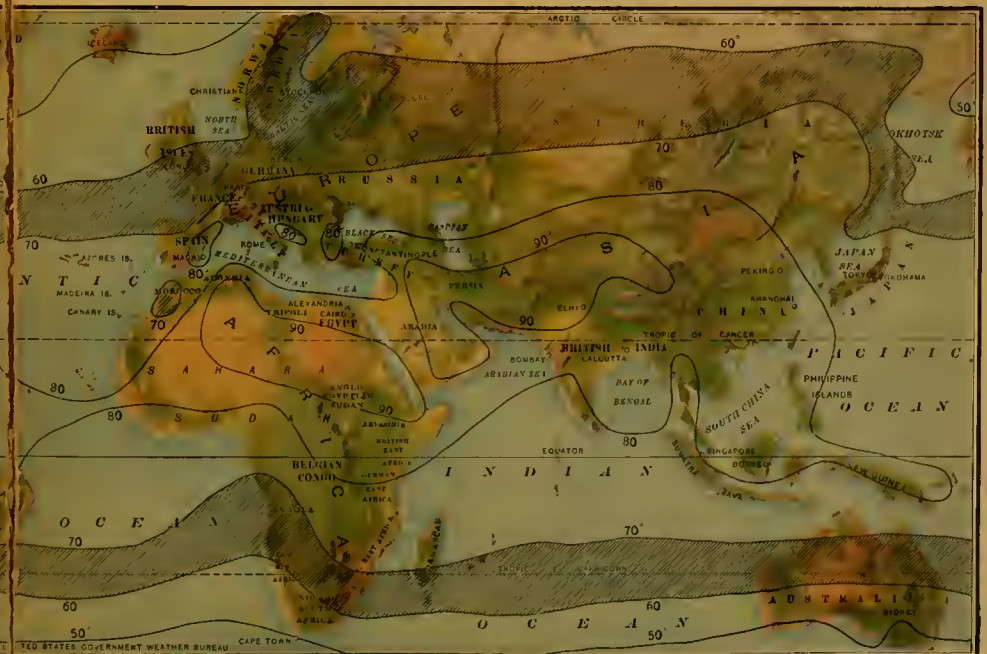


Belts of Mean Average Mid-Winter Temperature—50° to 60° Fahr. or 10° to 15.5° Cent.—Girdling the Northern Hemisphere in January and the Southern Hemisphere in July

Summer Belts
of Temperature



Summer Belts
of Temperature



Belts of Mean Average Mid-Summer Temperature—60° to 70° Fahr. or 15.5° to 21° Cent.—Girdling the Northern Hemisphere in July and the Southern Hemisphere in January



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